

Exhibit A

Scope of Work or Work Plan

FY 2012-13 Scope of Work or Work Plan:

Requested Grant Funds in Fiscal Year 2012-13: \$365,854

Program/Project Summary: Annual Tourism Promotion Funding

Goal/Objective	Major Tasks (in order to achieve goal)	Timeline
County Brand Management Objective: Serve as the brand ambassador for San Luis Obispo County tourism and build upon identity and tagline created in FY 11/12. Goal: Foster brand support with countywide tourism constituents. Goal: Implement this brand throughout the Uniquely SLO Cluster	Develop the county identity by providing direction for the architecture of countywide brands: VCB, Restaurant Month, SAVOR etc. Serve as the county marketing agency supporting the needs of promotion for services, products, and experiences.	Q1, Q2, Q3, Q4
Key Messaging Objective: Leverage consistencies of community messages into overarching countywide messaging to create a unified voice. Goal: Integrate internal and external countywide tourism messaging throughout every level of VCB branding and marketing outreach.	Utilize top down consistent messaging with key tourism stakeholders. Educate tourism partners on integration of countywide key messages into all communications and marketing programs.	Q1, Q2, Q3, Q4
Website and Technology Objective: Leverage the	This key branded marketing tool will continue to work as a portal representing county	Q1, Q2, Q3, Q4

<p>organic search engine positioning of the SLOCVCB website to position the VCB as the portal for all tourist attractions in the county.</p> <p>Goal: Increase traffic through leveraging state and local partnerships and the alignment of brand components. Increase traffic by 2-4%. Increase traffic to mobile site by 10-15%.</p> <p>Goal: Create a Uniquely SLO Feature showcasing wine, food and opportunity for locally produced products to be showcased.</p>	<p>attractions, locations and experiences; thereby funneling traffic to region specific websites.</p> <p>Update and integrate technology to maximize traffic, sales, and visitor experience.</p> <p>For example: centralized booking system to manage events.</p> <p>Evaluate the configuration and function of brand micro sites (ie. savorcentralcoast.com).</p>	
<p>Multi Purpose Information Kit</p> <p>Objective: Customize county tourism information for multiple audiences based on key message development in FY11/12. Make available in hard copy and electronic forms.</p> <p>Goal: Evaluate brand information tools created in FY11/12 to identify additional components. Continue to create county visitor guide 40,000 circulation.</p>	<p>Enhance the evergreen communication package to reach multiple audiences as needed (i.e., journalists, group sales, film sales, and meeting planners, etc.) to include standard FAQ, background, regional and county press accolades, regional diversity: key attractions, experiences and locations (1 pager on each region and county), stock photography, B-Roll, tourist demographic county profile, maps, sample itineraries, etc. Make available in print and electronic (i.e., Website, DVD, thumb drive, etc.).</p>	Q2, Q3, Q4
<p>Public Relations:</p> <p>Objective: Position the VCB as the media response center for tourism assets in SLO County.</p>	<p>Organize infrastructure for evaluation of efforts to include the investment in tools (ie. press clipping service) for identifying ROI to tourism partners.</p>	Q1, Q2, Q3, Q4

Goal: Generate third party endorsements to increase media placements by 5-10% .	Develop initiatives focusing on the engagement of local, national, and international media. Local initiatives include highlighting tourism accomplishments as they relate to overall key messaging and the development of trends or economic value. National initiatives will feature SLO County specific trends enhancing our brand equity through communicating travel, food, coastal, outdoor activities and lifestyle experiences and stories concepts. The international initiative will leverage our partnership with Visit California though emphasizing our location (Hwy 1) and cultural attractions (Hearst Castle) while introducing emerging destination attributes (viniculture).	
Media FAM Trips Objective: Work in cooperation with tourism partners to host media year around in SLO County allowing journalists to experience the region. Goal: Increase total number of hosted media visits by 5-10%. Goal: Bring media FAM to SAVOR emphasizing Uniquely SLO spokespersons and products.	Evaluate FAM trips from previous fiscal year to determine effectiveness and identify market trends. Working in cooperation with BID Partners, community partners and county attractions, create a series of media FAM trips that can be hosted or co-hosted with partners. Plan quarterly proactive media trips (i.e., 8-10 journalists) and reactively as media are interested in visiting the county. Use the trends created as part of the public relations initiatives to serve as the elements to showcase on the FAM tour.	Q1, Q2, Q3, Q4
Social Media	Utilize new social networks (i.e., Yelp, TripAdvisor) to	Q1, Q2, Q3, Q4

<p>Objective: Position the VCB social media platform as THE place for insider information by managing the social media community to increase traffic and user dialogue.</p> <p>Goal: Increase total number of followers on Facebook and Twitter by 10-20%. Increase referral traffic by 5-10% from social media sites.</p>	<p>promote destination via word-of-mouth and direct traffic to www.sanluisobisocounty.com. Integrate social media tools into branding toolkit keeping all traffic directed and focused towards the website. Develop quarterly programs that engage the social community (sweepstakes, contests, etc).</p>	
<p>Advertising</p> <p>Objective: Continue to provide cost effective ways for countywide tourism partners to promote their businesses and destinations.</p> <p>Goal: Identify new publications and markets based on member demand for co-op programs.</p>	<p>The VCB will continue to serve as the brand manager to develop and facilitate co-op advertising programs using the county marketing toolkit as the brand umbrella under which all regional brand messaging is executed. Explore new mediums for co op advertising (ie. online, magazine, broadcast, etc). Utilize countywide theme events (Restaurant Month, Wine Month, etc) to develop co op ad campaigns for partner involvement.</p>	Q1, Q2, Q3, Q4
<p>Group and Leisure Sales</p> <p>Objective: Position the VCB as the lead agency for group sales countywide. Drive awareness of San Luis Obispo County as an ideal destination for group and meeting business.</p> <p>Goal: Execute FAM Tour opportunities to proactively target increased group sales activity. Increase group</p>	<p>Evaluate new programs implemented in 11/12 FY for continued participation in 12/13 FY. Working in partnership with Group Sales Advisory Committee, community partners and county attractions coordinate and facilitate a meeting planner FAM trip focused on awareness of SLO County experiences for CA based meeting planners. Develop new strategy amongst the local business community focused on executing their</p>	Q1, Q2, Q3, Q4

contacts /leads by 3-5%.	corporate meetings within the county. Engage participation from local business organizations like EVC and community chambers.	
Film Commission Objective: Proactively promote SLO County as an ideal location for film scouts. Goal: Create new marketing tools and outreach to meet the needs of film scouts (i.e., photographs, permit process, key facts, area resources, etc.). Increase leads by 3-5%.	Contract with person specialized in seeking out filming opportunities for SLO County. Leverage SLO Film Festival audience to position SLO County as a value, easy use filming location. Host a FAM style trip for film producers/location scouts to see all the location possibilities in the county. Create a location library and strategy for attracting film producers to the county. Identify a series of specific trade shows to attend. Create marketing tools (i.e., one-page outline of the permit process, video demonstrating locations, etc.) specific to target film audience. Determine opportunities for SLO County through these efforts and evaluate priorities for future Film Commission tactics.	Q1, Q2, Q3, Q4
Execute Themed Countywide Programs Objective: Evaluate current countywide programs and determine opportunities for new promotions. Goal: Increase marketing outreach by increasing impressions 5-10% of three distinct themed programs: Wine Month, SAVOR the Central Coast, Restaurant Month and new Farmer's Campaign,	Survey constituents to evaluate the effectiveness of current countywide theme programs. Utilize constituent survey to gauge interest in development of new promotion including feedback on timing and possible theme. New promotion will highlight experiences or unique SLO County products and personalities during a focused period.	Q1, Q2, Q3, Q4 Q1- Wine Month and SAVOR Q3- Restaurant Month

supporting the Uniquely SLO Cluster.		
<p>Events</p> <p>Objective: Position SLO County as an ideal location to host events. Work with event planners to encourage them to choose SLO County providing direct benefits to tourism partners of increased economic return.</p> <p>Goal: Seek out one new event opportunity with national reach.</p>	<p>Working collectively with the VCB and countywide tourism partners, the VCB can position SLO County as a key place to host events and develop strategy to attract key athletic events, food festivals, etc. This can be a two-pronged approach: events the VCB attracts to the region and events the VCB executes (i.e., Savor) to market the region.</p> <p>Continue to engage planners for events currently taking place in the county in an effort to best support the event and maintain the attractive appeal.</p>	Q1, Q2, Q3, Q4
<p>SAVOR the Central Coast</p> <p>Objective: Showcase San Luis Obispo County's unique experiences, artisanal products, and personalities to actively engage out-of-area visitors.</p> <p>Goal: Increase the overall economic impact of the event directly through the increase in out-of-county attendees. Continue the trend established in the 2011 event to reach more out of area visitors.</p> <p>Goal: Showcase Uniquely SLO industries which are the foundation of SAVOR through the Market Place with wineries and Farmer's Market to Meal</p>	<p>Introduce new event elements and features in an effort to encourage ticket sales from returning attendees as well as new guests.</p> <p>Develop a new category of vendors to highlight food and wine focused products available for sale.</p>	Q1, Q2, Q3, Q4

area with local farmers. Also look for more cross cluster opportunities at SAVOR 2012.		
Build upon ongoing tourism constituent and government partner communications: written, verbal, electronic. Goal: Communicate with tourism partners on a quarterly basis providing a results and updates on new initiatives.	Establish interactive communications annually with tourism stakeholders. Improve weekly and monthly communications with informative and useful messages to stakeholders.	Q1, Q2, Q3, Q4
Strengthen regional and statewide relationships that grow sales and marketing opportunities. Goal: Participate in 2-4 Visit California marketing and educational events to leverage statewide promotions.	Maintain memberships with professional industry associations, serve as the Concierge Service/Fulfillment, and coordinate member workshops.	Q2, Q3, Q4
Program/Project OUTPUTS:		
Increased traffic to www.sanluisobispo.com - 2-4% Increased traffic to mobile site/app- 10-15% Visitor Guides Distributed- 40,000; 5,000 electronic downloads Publicity Measurements increased by 5-10% (200+ media impressions): Social Media Measurements: Group Leads & Contacts increased 3-5% (100+ referrals):		
Program/Project OUTCOMES: Tourism promotions can be measured by increased TOT dollars for the county and all communities in addition to the increase in revenue per available room (RevPAR), an preferred standard of measurement for hoteliers. Each program area has individual goals, but the overarching outcome is to keep San Luis Obispo County Tourism economically viable and growing to support the county's largest industry.		